



Ready Made Research

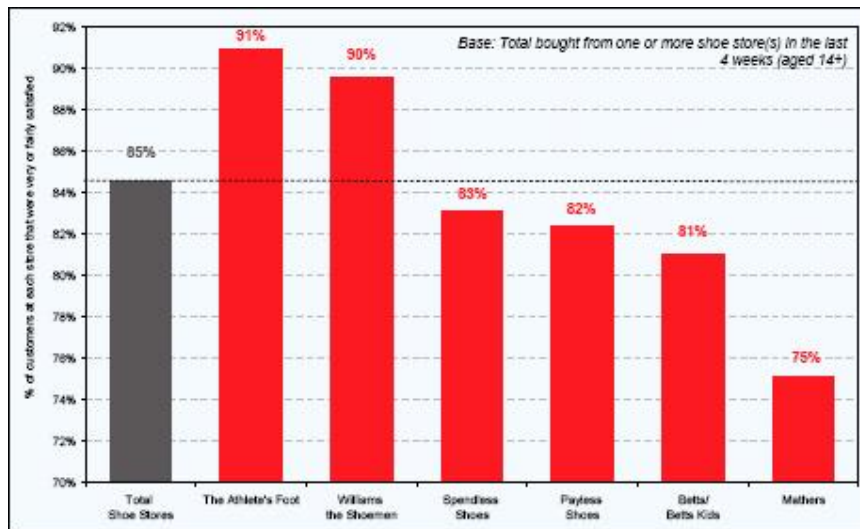
1237 - The Athlete's Foot and Williams the Shoemen well ahead in Customer Satisfaction

12/12/2010

The Athlete's Foot with 91% of customers satisfied or very satisfied and Williams the Shoemen (90%) are the clear market leaders in customer satisfaction and well above the average for shoe stores (85%).

The latest Roy Morgan Retail Satisfaction report shows the two budget stores, Spendless Shoes (83%) and Payless Shoes (82%) are in third and fourth place and below the market average but ahead of Betts/Betts Kids (81%) and Mathers (75%).

Satisfaction* with Shoe Stores



Source: Roy Morgan Single Source (Australia): October 2009 - September 2010. **Sample:** Total purchased from shoe store in the last 4 weeks n=2,031. N.B. Total Shoe stores include only the stores shown. *Satisfaction Rating based on respondents who were "Very satisfied" or "Fairly satisfied" with each store bought from in the last 4 weeks.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

"The Athlete's Foot has the highest customer satisfaction rating of all retail store categories but is now being challenged by Williams the Shoemen.

"Despite an impressive five percentage point uplift in customer satisfaction in the September quarter, Williams the Shoemen still ranks behind The Athlete's Foot by one percentage point, the closest any of the shoe stores have been to The Athletes Foot in more than a year.

"Over the last 12 months there have been some major changes in shoe store customer satisfaction. A year ago the six shoe stores measured were only separated by less than 2% points whereas currently this has increased to around 16% points.